AQA

Please write clearly in block capitals.

Centre number | | | | | | Candidate number | | | | |

Surname _____

Forename(s) _____

Candidate signature _____
I declare this is my own work.

GCSE
MEDIA STUDIES

Paper 1 Media One

Friday 5 June 2020 Afternoon Time allowed: 1 hour 30 minutes

Materials
- You will need no other materials.

Instructions
- Use black ink or black ball-point pen.
- Fill in the boxes at the top of this page.
- Answer **all** questions.
- You must answer the questions in the spaces provided. Do not write outside the box around each page or on blank pages.
- If you need extra space for your answer(s), use the lined pages at the end of this book. Write the question number against your answer(s).
- Do all rough work in this book. Cross through any work you do not want to be marked.

Information
- The marks for questions are shown in brackets.
- The maximum mark for this paper is 84.
- You are reminded of the need for good English and clear presentation in your answers.
- Question **09** requires an extended response. You will be assessed on the quality of your written response, including the ability to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.

For Examiner's Use	
Question	Mark
1	
2	
3	
4	
5	
6	
7	
8	
9	
TOTAL	

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Section A – Media Language and Media Representations

Answer **all** questions in the spaces provided.

You are advised to spend around **60** minutes on this section.

Figure 1

River Island Instagram Post

This item cannot be reproduced here due to third-party copyright restrictions.

Do not write outside the box

Only **one** answer per question is allowed.

For each question completely fill in the circle alongside the appropriate answer.

CORRECT METHOD ⬬ WRONG METHODS

If you want to change your answer you must cross out your original answer as shown.

If you wish to return to an answer previously crossed out, ring the answer you now wish to select as shown.

0 1 Which of the following features demonstrate the indirect mode of address in **Figure 1**?

Shade **one** lozenge only.

[1 mark]

A Emojis

B Model's direction of gaze

C River Island logo

D White background

1

Turn over for the next question

Do not write outside the box

0 2 Analyse the River Island Instagram post (**Figure 1**) to explain how it represents:

- ability and disability
- the River Island brand.

[12 marks]

12

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Turn over for the next question

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ANSWER IN THE SPACES PROVIDED

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Figure 2 and **Figure 3** show stills from the NHS Blood and Transplant online campaign video *Represent* (Close Study Product).

Figure 2

Figure 3

Do not write outside the box

0 3 Analyse the stills in **Figure 2** and **Figure 3** to show how the chosen locations reinforce the message of the *Represent* advertisement (Close Study Product).

[8 marks]

8

Turn over for the next question

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0 4 How are codes and conventions used in the *Represent* video (Close Study Product) to appeal to its Black, Asian and Minority Ethnic audience?

[6 marks]

6

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Turn over for the next question

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Figure 4

The *Daily Mirror* front page, Saturday 5 May 2018 (Close Study Product)

mirror.co.uk

DAILY Mirror FIGHTING FOR YOU Saturday, May 5, 2018 £1.20

[redacted]

Meghan's dad WILL walk her down aisle

FAMILY Meghan Markle and, right, dad Thomas SEE PAGES 4&5

SHOWBIZ EXCLUSIVE

CORRIE KEV'S HELD BY COPS OVER BUST-UP

Star, 53, spends night in cells after row but police 'will take no further action'

EXCLUSIVE
BY STEPHEN WHITE

MICHAEL Le Vell has been arrested on suspicion of assault.

The star, 53 – Kevin Webster in Corrie – was treated in hospital after officers were called to his home.

He then spent the night at a Manchester police station, but the force says it will "take no further action".

FULL STORY: PAGE 7

SOAP ACTOR Michael Le Vell

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0 5 . 1 Identify **two** newspaper front page conventions.

For each convention give an example from the *Daily Mirror* (**Figure 4**).

[2 marks]

Convention 1 _____

Daily Mirror example _____

Convention 2 _____

Daily Mirror example _____

Question 5 continues on the next page

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Figure 5

The Times front page, Saturday 5 May 2018 (Close Study Product)

THE TIMES

SATURDAY

Daily newspaper of the year

5 May 2018 | thetimes.co.uk | No 72527

£1.90

£1 to subscribers

MPs call for inquest as Corbyn fails election test

Labour must 'look at itself' after council setback

Francis Elliott Political Editor
Sam Coates, Lucy Fisher

Jeremy Corbyn was criticised by MPs and defeated candidates yesterday for not dealing with antisemitism as his party failed to secure predicted victories in the local elections.

Labour did not win any London councils from the Tories and suffered reverses in former strongholds that voted to leave the EU, in a disappointing performance castigated by one frontbencher as "amateur hour".

The Conservatives were the main beneficiaries from the almost total collapse of Ukip, enabling Theresa May to confound predictions of heavy losses. With all but one set of results declared, Labour was showing a net gain of 57 and the Tories a net loss of 28; the Liberal Democrats were up 75.

Boris Johnson seized on the outcome as evidence that Tory supporters expected and wanted Brexit, saying that Mr Corbyn had been punished for his commitment to remain in a customs union with the EU.

Several Labour figures, however, blamed Mr Corbyn's inaction over antisemitism for his failure to win key councils such as Westminster, Wandsworth and Barnet, Labour's top target.

Barry Rawlings, Barnet's Labour leader, said that too many members of the Jewish community felt that Labour had "failed to deal with antisemitism on a national level". Adam Langleben, a defeated Labour candidate, called on Mr Corbyn to visit the borough and apologise to its Jewish community.

Jess Phillips, the Labour MP for Birmingham Yardley, said: "The antisemitism problem has been a problem [for Labour] in big metropolitan areas like London and Birmingham. The Labour Party has to look at the results, have a really honest strategy about it to improve it, a real hard honest look at itself."

One Labour frontbencher blamed the "inexperience and hubris" of Mr Corbyn's team for building up unrealistic expectations, including that the party might sweep London. Overall gains would now be presented as a setback, the source said, describing the approach as a "schoolboy error".

Another member of Mr Corbyn's frontbench team told *The Times*: "At this stage of the parliament, in the aftermath of the home secretary's resignation and all the rest, the opposition should be doing much, much better."

He added: "Our campaign was woeful but we've maxed out London. The problem is that we are not winning provincial England. There was no strategy. Allowing the expectations to get out of kilter was amateur hour."

The Tories themselves lost control of significant councils such as Richmond, southwest London, South Cambridge

Continued on page 2, col 3

Royal appointment Sir Paul and Lady McCartney at Buckingham Palace yesterday. He received the insignia of the Companion of Honour, an order limited to 65 members

I've put on a stone in weight! Caitlin Moran
Magazine

Time to fire up the grill Bank holiday barbecue
Weekend

Britain's most wanted dad Fame, fans, four daughters
Magazine

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0 5 . 2 How are genre features of newspapers used to appeal to their target audiences?

Answer with reference to the front page of *The Times* (**Figure 5**).

[6 marks]

Question 5 continues on the next page

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0 5 . 3 Explain how the political context in which newspapers are produced influences their reporting of local elections.

Answer with reference to the double page spreads inside the *Daily Mirror* and *The Times* (Close Study Products).

[12 marks]

20

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Section B – Media Audiences and Media Industries

Answer **all** questions in the spaces provided.

You are advised to spend around **30** minutes on this section.

0 6 Give **two** examples of the audience categories used by media industries.

[2 marks]

1 _____

_____

2 _____

_____

2

Turn over for the next question

Do not write outside the box

0 7 . 1 Give **three** methods of marketing blockbuster films.

[3 marks]

Method 1 _____

Method 2 _____

Method 3 _____

0 7 . 2 Explain how **one** of the marketing methods given in **Question 7.1** was used to market the film *Doctor Strange* (Close Study Product).

[6 marks]

Method _____

_____

Explanation _____

_____

_____

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9

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0 8 Explain how the public funding of radio benefits listeners.

[6 marks]

6

Turn over for the next question

Do not write outside the box

0 9 ‘The relationship between radio presenter and audience is much more important to the industry than any developments in technology.’

How far do you agree with this statement?

Answer with reference to:

- the connection between the radio presenters and radio listeners
- the development of media technologies
- Close Study Products: *Radio 1 Launch Day* and *Julie Adenuga Beats 1 Radio*.

[20 marks]

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20

END OF QUESTIONS

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